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(54) **METHOD AND APPARATUS FOR DATA VISUALIZATION**

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(57) **ABSTRACT**

A method and system are provided for visualization of information stored in database records. Data visualizations offer a view of the underlying database records and are created and stored with in the database along with the database records. A data visualization includes data visualization points that are associated with underlying database records. Each data visualization point provides a direct drill-down capability, allowing for the full record display of the underlying database record associated with the a visualization point. Specific user interface mechanisms are provided with the data visualizations to allow a user to navigate among the database records as well as to manipulate the data stored in the underlying database records. Data manipulation may occur as a result of direct user interaction with the visualization points or through a specific user interface designed to allow data modification.

12 Claims, 8 Drawing Sheets